

	Type	Hits	Search Text	DBs
1	BRS	1	705/\$.ccls. and telephone and third ADJ address	USPAT
2	BRS	374	705/\$.ccls. and telephone and computer and (mail or mailing) NEAR address	USPAT
3	BRS	125	(705/\$.ccls. and telephone and computer and (mail or mailing) NEAR address) and code SAME database	USPAT
4	BRS	2	705/\$.ccls. and telephone and computer and (mail or mailing) NEAR address and property ADJ code	USPAT
5	BRS	182	705/\$.ccls. and telephone and computer and (mail or mailing) NEAR address and (mail or mailing) SAME database	USPAT
6	BRS	5	705/401.ccls. and telephone and computer and (mail or mailing) NEAR address and (mail or mailing) SAME database	USPAT
7	BRS	2	705/406.ccls. and telephone and computer and (mail or mailing) NEAR address and (mail or mailing) SAME database	USPAT
8	BRS	2	705/404.ccls. and telephone and computer and (mail or mailing) NEAR address and (mail or mailing) SAME database	USPAT
9	BRS	39	235/\$.ccls. and telephone and computer and (mail or mailing) NEAR address and (mail or mailing) SAME database	USPAT
10	BRS	11	705/410.ccls. and telephone and computer and (mail or mailing) NEAR address and (mail or mailing) SAME (database or memory)	USPAT
11	BRS	30	"5822739"	USPAT
12	BRS	3	"5930796"	USPAT
13	BRS	8	705/408.ccls. and telephone and computer and (mail or mailing) NEAR address and (mail or mailing) SAME database	USPAT
14	BRS	25	"5819241"	USPAT

	<b>Time Stamp</b>	<b>Comments</b>	<b>Error Definition</b>	<b>Errors</b>
1	2002/11/14 08:59			0
2	2002/11/14 10:13			0
3	2002/11/14 09:00			0
4	2002/11/14 09:09			0
5	2002/11/14 09:19			0
6	2002/11/14 09:21			0
7	2002/11/14 09:50			0
8	2002/11/14 09:23			0
9	2002/11/14 09:27			0
10	2002/11/22 11:41			0
11	2002/11/14 09:45			0
12	2002/11/14 09:46			0
13	2002/11/14 09:54			0
14	2002/11/14 09:54			0

	Type	Hits	Search Text	DBs
15	IS&R	3	(("5812401") or ("5726894") or ("4484307")) .PN.	USPAT
16	IS&R	4	(("6295359") or ("6085181") or ("6061670") or ("6005945")) .PN.	USPAT
17	IS&R	9	((("5983209") or ("5946671") or ("5812991") or ("5717596") or ("5696829") or ("5655023") or ("5606613") or ("5602743") or ("5583779")) .PN.	USPAT
18	BRS	9	380/51.cccls. and telephone and computer and (mail or mailing) NEAR address	USPAT
19	BRS	92	"4743747"	USPAT
20	BRS	18	"4743747" and address SAME database	USPAT
21	BRS	5	705/60.cccls. and telephone and computer and (mail or mailing) NEAR address	USPAT
22	BRS	4	705/62.cccls. and telephone and computer and (mail or mailing) NEAR address	USPAT
23	BRS	0	telephone and computer and address NEAR (mail or mailing) and address NEAR (database or data)	EPO
24	BRS	1	computer and address NEAR (mail or mailing) and address NEAR (database or data)	EPO
25	BRS	10	computer and address NEAR (mail or mailing) and address NEAR (database or data)	JPO
26	BRS	22	computer and address NEAR (mail or mailing) and address NEAR (database or data)	DERWENT
27	BRS	0	computer and address NEAR (mail or mailing) and address NEAR (database or data)	IBM_TDB
28	BRS	2212	computer and address NEAR (database or data)	DERWENT
29	BRS	5	computer and address NEAR (database or data) and zip ADJ code	DERWENT
30	BRS	7	computer and address NEAR code and zip ADJ code	DERWENT
31	BRS	0	computer and address NEAR code and zip ADJ code	EPO
32	BRS	1	computer and address NEAR code and zip ADJ code	JPO

	<b>Time Stamp</b>	<b>Comments</b>	<b>Error Definition</b>	<b>Errors</b>
15	2002/11/14 10:07			0
16	2002/11/14 10:10			0
17	2002/11/14 10:11			0
18	2002/11/14 10:22			0
19	2002/11/14 10:17			0
20	2002/11/14 10:18			0
21	2002/11/14 10:24			0
22	2002/11/14 10:24			0
23	2002/11/15 10:30			0
24	2002/11/15 10:30			0
25	2002/11/15 10:31			0
26	2002/11/15 10:34			0
27	2002/11/15 10:34			0
28	2002/11/15 10:35			0
29	2002/11/15 10:36			0
30	2002/11/15 10:39			0
31	2002/11/15 10:40			0
32	2002/11/15 10:40			0

	Type	Hits	Search Text	DBs
33	BRS	0	705/60.ccls. and computer and address NEAR code and zip ADJ code	JPO
34	BRS	0	705/62.ccls. and computer and address NEAR code and zip ADJ code	JPO
35	BRS	0	705/401.ccls. and computer and address NEAR code and zip ADJ code	JPO
36	BRS	2	705/60.ccls. and computer and address NEAR code and zip ADJ code	USPAT
37	BRS	3	705/62.ccls. and computer and address NEAR code and zip ADJ code	USPAT
38	BRS	8	705/401.ccls. and computer and address NEAR code and zip ADJ code	USPAT
39	BRS	4	705/404.ccls. and computer and address NEAR code and zip ADJ code	USPAT
40	BRS	9	705/406.ccls. and computer and address NEAR code and zip ADJ code	USPAT
41	BRS	9	705/410.ccls. and computer and address NEAR code and zip ADJ code	USPAT
42	BRS	0	705/410.ccls. and pseudoaddress and address NEAR code	USPAT
43	BRS	0	705/401.ccls. and pseudoaddress and address NEAR code	USPAT
44	BRS	0	705/404.ccls. and pseudoaddress and address NEAR code	USPAT
45	BRS	0	705/406.ccls. and pseudoaddress and address NEAR code	USPAT
46	BRS	0	705/\$.ccls. and pseudoaddress	USPAT
47	BRS	0	705/\$.ccls. and pseudo ADJ address	USPAT
48	BRS	0	705/\$.ccls. and pseudo-address	USPAT
49	BRS	0	705/\$.ccls. and pseudo-address	USPAT
50	BRS	2	705/\$.ccls. and pseudo\$5 NEAR address	USPAT
51	BRS	5	705/\$.ccls. and partial NEAR address	USPAT

	Tim Stamp	Comments	Error Definition	Errors
33	2002/11/15 10:41			0
34	2002/11/15 10:41			0
35	2002/11/15 10:41			0
36	2002/11/15 10:41			0
37	2002/11/15 10:42			0
38	2002/11/15 10:46			0
39	2002/11/15 10:48			0
40	2002/11/15 10:49			0
41	2002/11/15 10:52			0
42	2002/11/15 10:53			0
43	2002/11/15 10:53			0
44	2002/11/15 10:53			0
45	2002/11/15 10:53			0
46	2002/11/15 10:54			0
47	2002/11/15 10:54			0
48	2002/11/15 10:54			0
49	2002/11/22 11:15			0
50	2002/11/22 11:17			0
51	2002/11/22 11:19			0

	Type	Hits	Search Text	DBs
52	BRS	38	705/\$.ccls. and address NEAR (mail\$3 or post\$3) and address NEAR code	USPAT
53	BRS	19	705/408.ccls. and telephone and computer and (mail or mailing) NEAR address and (mail or mailing) SAME (database or memory)	USPAT
54	BRS	0	computer and internet and address NEAR (mail\$3 or post\$3) and address NEAR code	EPO
55	BRS	1	computer and internet and address NEAR (mail\$3 or post\$3) and address NEAR code	JPO
56	BRS	0	computer and internet and address NEAR (mail\$3 or post\$3) and address NEAR code	IBM_TDB
57	BRS	0	computer and internet and address NEAR (mail\$3 or post\$3) and address NEAR code	DERWENT
58	BRS	1	computer and internet and address SAME (mail\$3 or post\$3) and address NEAR code	DERWENT
59	BRS	0	computer and internet and address SAME (mail\$3 or post\$3) and address NEAR code	EPO
60	BRS	0	computer and internet and address SAME (mail\$3 or post\$3) and address NEAR code	IBM_TDB
61	BRS	1	computer and internet and address SAME (mail\$3 or post\$3) and address SAME code	IBM_TDB
62	BRS	8	computer and internet and address SAME (mail\$3 or post\$3) and address SAME code	EPO; JPO
63	BRS	19	computer and internet and address SAME (mail\$3 or post\$3) and address SAME code	DERWENT
64	IS&R	13	(( "6032138" ) or ( "5448641" ) or ( "5329102" ) or ( "5319562" ) or ( "5308932" ) or ( "5293319" ) or ( "5280531" ) or ( "5161109" ) or ( "5142482" ) or ( "5050078" ) or ( "5019991" ) or ( "5008827" ) or ( "4999481" )).PN.	USPAT
65	IS&R	9	(( "4934846" ) or ( "4873645" ) or ( "4831555" ) or ( "4800504" ) or ( "4796193" ) or ( "4775246" ) or ( "4757537" ) or ( "4725718" ) or ( "4579054" )).PN.	USPAT
66	IS&R	5	(( "4493252" ) or ( "4301507" ) or ( "4201339" ) or ( "4168533" ) or ( "4117975" )).PN.	USPAT

	Time Stamp	Comments	Error Definition	Errors
52	2002/11/22 11:47			0
53	2002/11/22 11:41			0
54	2002/11/22 11:48			0
55	2002/11/22 11:48			0
56	2002/11/22 11:48			0
57	2002/11/22 11:49			0
58	2002/11/22 11:49			0
59	2002/11/22 11:49			0
60	2002/11/22 11:50			0
61	2002/11/22 11:50			0
62	2002/11/22 11:51			0
63	2002/11/22 11:51			0
64	2002/11/24 23:06			0
65	2002/11/24 23:09			0
66	2002/11/24 23:10			0

	Type	Hits	Search Text	DBs
67	IS&R	9	(( "1310306" ) or ("1383518" ) or ("2193160" ) or ("0604147" )) .PN.	DERWENT
68	IS&R	3	("2271452" ) .PN.	DERWENT
69	IS&R	1	("5612889" ) .PN.	USPAT
70	IS&R	1	("6006200" ) .PN.	USPAT
71	IS&R	4	(( "5890137" ) or ("5815665" ) or ("5812670" ) or ("5724522" )) .PN.	USPAT
72	BRS	25	"5819241"	USPAT
73	IS&R	5	(( "5602743" ) or ("5519624" ) or ("5490077" ) or ("5471925" ) or ("5446919" )) .PN.	USPAT
74	IS&R	5	(( "5313404" ) or ("5216620" ) or ("5186443" ) or ("5143362" ) or ("5039075" )) .PN.	USPAT
75	BRS	92	"4743747"	USPAT
76	BRS	7	380/51.ccls. and address NEAR (code or encrypt\$3 or cryptograph\$3)	USPAT
77	BRS	3	380/55.ccls. and address NEAR (code or encrypt\$3 or cryptograph\$3)	USPAT
78	BRS	0	380/54.ccls. and address NEAR (code or encrypt\$3 or cryptograph\$3)	USPAT
79	BRS	0	380/21.ccls. and address NEAR (code or encrypt\$3 or cryptograph\$3)	USPAT
80	BRS	2	705/60.ccls. and address NEAR (code or encrypt\$3 or cryptograph\$3)	USPAT
81	BRS	4	705/62.ccls. and address NEAR (code or encrypt\$3 or cryptograph\$3)	USPAT
82	BRS	23	705/408.ccls. and address NEAR (code or encrypt\$3 or cryptograph\$3)	USPAT
83	BRS	52	"4024380"	USPAT
84	BRS	2	"5943658"	USPAT
85	IS&R	7	(( "5694458" ) or ("5394461" ) or ("5343516" ) or ("5341414" ) or ("5311577" ) or ("5265145" ) or ("5097528" )) .PN.	USPAT

	Time Stamp	Comments	Error Definition	Errors
67	2002/11/24 23:12			0
68	2002/11/25 06:39			0
69	2002/11/25 06:41			0
70	2002/11/25 06:42			0
71	2002/11/25 06:42			0
72	2002/11/25 06:50			0
73	2002/11/25 06:51			0
74	2002/11/25 06:53			0
75	2002/11/25 07:27			0
76	2002/11/25 07:53			0
77	2002/11/25 08:24			0
78	2002/11/25 08:24			0
79	2002/11/25 08:25			0
80	2002/11/25 08:26			0
81	2002/11/25 08:28			0
82	2002/11/25 08:36			0
83	2002/11/25 08:51			0
84	2002/11/25 08:52			0
85	2002/11/25 08:53			0

13/9/5 (Item 5 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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**The electronic mailcenter**

Anonymous

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**ABSTRACT:** Digital technology and the World Wide Web are revolutionizing the way mailcenters receive, handle, and send mail. And, the potential for cost savings is enormous. Several cutting edge technologies that can help businesses are discussed. For example, E-Stamp, a little California-based company with a big idea, is teaming up with some major players in the electronics and telecommunications fields to make electronic postage a reality. Called Information-Based Indicia (IBI) by the USPS, systems like E-Stamp's **Internet Postage**, currently undergoing beta (or field) testing before release to the public, allows users to purchase postage from a secure **Internet** server and print out addressed envelopes or labels with a 2-dimensional bar code with any conventional ink-jet or laser printer. A small device, resembling an external modem, that plugs into the **computer** maintains the user's postage account balance.

**TEXT:** Want to save money, improve results, and waste less time on mail-related tasks? Then turn on your **computer**. With all the attention given to the world of computers and digital equipment, one might think that the old mailroom is being left behind in the analog dustbins of history. But that's hardly the case. Digital technology and the World Wide Web are revolutionizing the way mailcenters receive, handle, and send mail. And, the potential for cost cutting edge of this revolution and how this new technology can help your business.

**Envelope imaging**

With the convergence of **computer** software and digital ink-jet technologies, it may soon be possible, to print every thing that needs to go on an outgoing envelope-the main address, customized return dress, bar codes, and postage-in one pass. These new products will greatly streamline the way we handle the now separate functions of custom-printing stationery, addressing outgoing envelopes, and then preparing the envelopes for postage application or "metering."

With today's newer addressing systems, for example, mailers are now able to use CASS- and PAVE-certified address management software while cleaning up their mailing lists, thus ensuring that they meet U.S. Postal Service (USPS) presorting and ZIP+4 coding requirements. Mailers can then take the mailing list information from their personal computers, export it into addressprinting machines, and, in one uninterrupted motion, professionally print the addresses-without labels-onto outgoing envelopes. At the same time, these address-printing machines can spray delivery point bar codes onto the envelopes.

Some of the newer addressing systems are designed specifically for small to medium-size businesses that generate periodic big mailings. These new systems can address envelopes at the rate of up to 12,000 pieces per hour with a letter-print quality of 600 dots per inch (dpi). There are also major changes ahead in the way companies prepare corporate stationery, especially envelopes. Instead of warehousing huge quantities of preprinted corporate stationery, more companies will opt to print each piece on an as-needed basis when the recipient's address and postage are applied. It's estimated that an average 20% of a company's expensive, custom-printed stationery may be made obsolete by changes in address alone. Custom-printing the envelope's corporate signature just before it's mailed - as part of the main address and postage printing - would eliminate that waste.

Pitney Bowes DocuMatch system personalizes advertising mail. A recent study conducted by the USPS revealed that 17% of all promotional mail is thrown away unopened and unread because of its impersonal appearance and vague or inaccurate addressing. In short, it fits the stereotype of "junk mail."

Despite this image problem, the Gallup Organization, in a recent survey of marketing executives, rated direct mail as one of the best business communication tools available. It surpassed sales representatives, magazines, newspapers, and television in its effectiveness for generating sales, cost-effectiveness, educating consumers or businesses about complex issues, informing consumers or businesses about new products, selling products, or tracking results.

To help direct mail live up to its potential, Pitney Bowes is marketing a fast, all-in-one direct mail system that's designed to give advertising mail a more personal look that will get it opened and read. The DocuMatch Integrated Mail system is the first system to combine document and envelope printing with paper-handling functions, so companies can automate the production of the most effective form of direct mail-matched mail (personalized and matching letter and envelope).

DocuMatch provides the efficiency of a production mailing service without the expense, especially in short runs, and loss of direct quality control inherent in outsourcing mailings.

The DocuMatch system works with virtually any Windows PC. Direct marketing letters are created in a word processing program and sent to the DocuMatch system, which prints the personalized letter and matching envelope, adds preprinted sheets with the letter, accumulates the material, adds another insert, and neatly folds everything. Once folded, the system inserts the mail piece into the matching envelope, seals it, and stacks the finished mail pieces for easy metering. DocuMatch also scans for damaged mail pieces and reprints them without operator intervention.

The DocuMatch system also features advanced technology that allows the system to selectively add inserts, messages, and information based on the individual recipient's profile and interest. Companies seeking to build relationships and develop ultra-targeted mailings will benefit from features like variable pages, selective inserting, variable message line, selective stacking, variable return address, blind matching, and ZIP breaks.

E-Stamp forms strategic partnerships to bring electronic postage to market. E-Stamp, a little California-based company with a big idea, is teaming up with some major players in the electronics and telecommunications fields to make electronic postage a reality.

Called Information-Based Indicia (IBI) by the USPS, systems like EStamp's **Internet Postage**, currently undergoing beta (or field) testing before release to the public, allows users to purchase postage from a secure **Internet** server and print out addressed envelopes or labels with a two-dimensional bar code with any conventional ink-jet or laser printer. A small device, resembling an external modem, that plugs into the **computer** maintains the user's postage account balance.

E-Stamp was the first company to move its IBI product beyond the laboratory walls when the USPS approved it for beta testing last spring. The company is enrolling beta testers through a partnership agreement with Compaq **Computer** Corp., which is now including the E-Stamp **Internet Postage** software as part of the Online Services suite it bundles with every new **computer** it ships. During this testing period, users can set up an E-Stamp account and try out the service for just the cost of postage. A nominal monthly service fee will apply once the official release version is introduced. As part of the laboratory (or alpha) testing phase, the USPS and E-Stamp teamed up with Hewlett-Packard to test its IBI system on a variety of HP DeskJet and LaserJet printers to determine such variables as

image quality and print permanence on a variety of envelopes and flat media.

E-Stamp received major backing and welcome capital from two corporate titans to fuel its efforts to bring its electronic postage solution to market. Microsoft and AT&T Ventures made equity investments in E-Stamp last fall. Both corporations purchased 10% stakes in the company.

#### Mailingstuff.com offers one-stop shopping for mailing resources

As the business of mailing becomes a more and more complex proposition for companies and organizations seeking to get the best rates from the USPS and achieve a desirable response from their mailings, they face the ongoing challenge of finding resources with which to achieve these goals.

Mailingstuff.com serves as an online clearinghouse for products and services relating to the mailing industry. Its mission statement concisely outlines its function and purpose: "to provide the global business community with a single, comprehensive online directory, where our visitors can quickly and easily find all of the mailing, printing, marketing, and communications products, services, and solutions they need in one happy place!"

At the heart of this comprehensive Web site is a categorical directory of products and services ranging from equipment and software to professional and trade associations. Categories with exceptionally large numbers of entries are divided into subcategories, with vendors listed alphabetically and geographically. For instance, the category "addressing/bar-coding equipment and postal software" includes 13 subcategories: **address** label printers; **database** /list management software; delivery route optimization software, DMM & IMM on disk (postage rates and regulations); drop-shipping software, duplicate elimination "merge-purge" software; encoding/bar-coding desks and stations; IBIP (Information-Based Indicia Program) vendors; ink-jet addressing printers and drying systems; label affixers/labeling systems; postage calculators; presort software; and ZIP+4+2 POSTNET bar-coding software.

In addition to its interactive directory of product and service providers, Mailingstuff.com offers several other services, including software downloads, links to free stuff, and a repository for case studies, feature articles, and other written works or presentations helpful to mailers, printers, marketing professionals, etc. A classified advertising page provides opportunities to advertise equipment wanted, equipment for sale, hiring opportunities, and positions sought. Individuals seeking employment in the mailing industry may post their resumes on the site for free. Mailingstuff.com can be found on the World Wide Web at (where else?) <http://www.mailingstuff.com>.

#### Mailroom automation helps hold the line on postage

In the ongoing effort to hold down the price of postage, the USPS's policy has been to charge less if the customer is willing to do more. The "more" in the case of mailings involves maintaining a clean mailing list, free of invalid addresses, and presorting mailings so the postal service has little left to do but actually deliver them.

The first and most cost-effective step in improving mailing efficiency is to clean up one's corporate mailing list. A variety of mailing software packages are available for the Windows and Macintosh operating systems. These packages offer everything needed to help you expertly create and maintain your mailing lists. For example, they can verify addresses, eliminate duplicate entries, flag undeliverable addresses, add ZIP+4, presort, and add 11-digit delivery point bar codes. You can print bar-coded tray labels and postal reports with just a click of the mouse. Because addresses and postal regulations perpetually change, most mailing software is sold on a subscription basis so that frequently changing items can be regularly updated with ease.

Depending on its function(s), mailing software should be PAVE or CASS certified. The Coding Accuracy Support System (CASS) was developed by the USPS to ensure the accuracy of ZIP+4, 5-digit ZIP, and Carrier Route codes on mail pieces. It provides a common system to measure the quality of **address** matching and **code** assignment. In order to qualify for USPS automation discounts, mailing lists must be processed with software that is CASS certified.

Software with presort features should be certified by the Presort Accuracy Validation and Evaluation (PAVE) process. Designed by the postal service in cooperation with the mailing industry, PAVE evaluates presort software to determine its accuracy in sorting address files according to the requirements set forth in the Domestic Mail Manual (DMM). During the certification process, software is evaluated for accuracy of presort, compliance to current DMM regulations, accuracy of sack/tray labels, and acceptability of **computer**-generated facsimile of mailing statements and other presort documentation.

Mail Manager 2010 from BCC Software provides a comprehensive, Windows-based solution to help users perform presorts, ZIP+4 encoding, and list maintenance; to move updates; list imports and exports to and from popular database software; and to generate container tags. The software also provides great flexibility in layout and design for lists and labels. One of Mail Manager 2010's most powerful features is background processing, which allows it to run several tasks at once. For more information, contact BCC Software at 800/453-3130 or on the Web at [www.bccsoftware.com](http://www.bccsoftware.com).

Mailer's +4 Professional from Mailer's Software provides a complete solution for bulk **mailing**, including **address** verification, ZIP+4 addition, elimination of duplicate records, presorting, and label printing with bar codes. Additional features include a Demographic Profiler to create detailed reports of customers' demographic makeup using 1990 census data. ZIPs by Radius and Records by Radius allow users to target customers and prospects by location from a central ZIP code. The Name Parse feature allows you to quickly determine gender balances, "personalize" salutations, and create all-male or all-female mailings. For more information, contact Mailer's Software at 800/800-6245 or on the Web at [www.800mail.com](http://www.800mail.com).1A

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With today's newer addressing systems, for example, mailers are now able to use CASS- and PAVE-certified address management software while cleaning up their mailing lists, thus ensuring that they meet U.S. Postal Service (USPS) presorting and ZIP+4 coding requirements. Mailers can then take the mailing list information from their personal computers, export it into addressprinting machines, and, in one uninterrupted motion, professionally print the addresses-without labels-onto outgoing envelopes. At the same time, these address-printing machines can spray delivery point bar codes onto the envelopes.

Some of the newer addressing systems are designed specifically for small to medium-size businesses that generate periodic big mailings. These new systems can address envelopes at the rate of up to 12,000 pieces per hour with a letter-print quality of 600 dots per inch (dpi). There are also major changes ahead in the way companies prepare corporate stationery, especially envelopes. Instead of warehousing huge quantities of preprinted corporate stationery, more companies will opt to print each piece on an as-needed basis when the recipient's address and postage are applied. It's estimated that an average 20% of a company's expensive, custom-printed stationery may be made obsolete by changes in address alone. Custom-printing the envelope's corporate signature just before it's mailed - as part of the main address and postage printing - would eliminate that waste.

Pitney Bowes DocuMatch system personalizes advertising mail. A recent study conducted by the USPS revealed that 17% of all promotional mail is thrown away unopened and unread because of its impersonal appearance and vague or inaccurate addressing. In short, it fits the stereotype of "junk mail."

Despite this image problem, the Gallup Organization, in a recent survey of marketing executives, rated direct mail as one of the best business communication tools available. It surpassed sales representatives, magazines, newspapers, and television in its effectiveness for generating sales, cost-effectiveness, educating consumers or businesses about complex issues, informing consumers or businesses about new products, selling products, or tracking results.

To help direct mail live up to its potential, Pitney Bowes is marketing a fast, all-in-one direct mail system that's designed to give advertising mail a more personal look that will get it opened and read. The DocuMatch Integrated Mail system is the first system to combine document and envelope printing with paper-handling functions, so companies can automate the production of the most effective form of direct mail-matched mail (personalized and matching letter and envelope).

DocuMatch provides the efficiency of a production mailing service without the expense, especially in short runs, and loss of direct quality control inherent in outsourcing mailings.

The DocuMatch system works with virtually any Windows PC. Direct marketing letters are created in a word processing program and sent to the DocuMatch system, which prints the personalized letter and matching envelope, adds preprinted sheets with the letter, accumulates the material, adds another insert, and neatly folds everything. Once folded, the system inserts the mail piece into the matching envelope, seals it, and stacks the finished mail pieces for easy metering. DocuMatch also scans for damaged mail pieces and reprints them without operator intervention.

The DocuMatch system also features advanced technology that allows the system to selectively add inserts, messages, and information based on the individual recipient's profile and interest. Companies seeking to build relationships and develop ultra-targeted mailings will benefit from features like variable pages, selective inserting, variable message line, selective stacking, variable return address, blind matching, and ZIP breaks.

E-Stamp forms strategic partnerships to bring electronic postage to market. E-Stamp, a little California-based company with a big idea, is teaming up with some major players in the electronics and telecommunications fields to make electronic postage a reality.

Called Information-Based Indicia (IBI) by the USPS, systems like EStamp's **Internet Postage**, currently undergoing beta (or field) testing before release to the public, allows users to purchase postage from a secure **Internet** server and print out addressed envelopes or labels with a two-dimensional bar code with any conventional ink-jet or laser printer. A small device, resembling an external modem, that plugs into the **computer** maintains the user's postage account balance.

E-Stamp was the first company to move its IBI product beyond the laboratory walls when the USPS approved it for beta testing last spring. The company is enrolling beta testers through a partnership agreement with Compaq **Computer** Corp., which is now including the E-Stamp **Internet Postage** software as part of the Online Services suite it bundles with every new **computer** it ships. During this testing period, users can set up an E-Stamp account and try out the service for just the cost of postage. A nominal monthly service fee will apply once the official release version is introduced. As part of the laboratory (or alpha) testing phase, the USPS and E-Stamp teamed up with Hewlett-Packard to test its IBI system on a variety of HP DeskJet and LaserJet printers to determine such variables as

image quality and print permanence on a variety of envelopes and flat media.

E-Stamp received major backing and welcome capital from two corporate titans to fuel its efforts to bring its electronic postage solution to market. Microsoft and AT&T Ventures made equity investments in E-Stamp last fall. Both corporations purchased 10% stakes in the company.

#### Mailingstuff.com offers one-stop shopping for mailing resources

As the business of mailing becomes a more and more complex proposition for companies and organizations seeking to get the best rates from the USPS and achieve a desirable response from their mailings, they face the ongoing challenge of finding resources with which to achieve these goals.

Mailingstuff.com serves as an online clearinghouse for products and services relating to the mailing industry. Its mission statement concisely outlines its function and purpose: "to provide the global business community with a single, comprehensive online directory, where our visitors can quickly and easily find all of the mailing, printing, marketing, and communications products, services, and solutions they need in one happy place!"

At the heart of this comprehensive Web site is a categorical directory of products and services ranging from equipment and software to professional and trade associations. Categories with exceptionally large numbers of entries are divided into subcategories, with vendors listed alphabetically and geographically. For instance, the category "addressing/bar-coding equipment and postal software" includes 13 subcategories: **address** label printers; **database** /list management software; delivery route optimization software, DMM & IMM on disk (postage rates and regulations); drop-shipping software, duplicate elimination "merge-purge" software; encoding/bar-coding desks and stations; IBIP (Information-Based Indicia Program) vendors; ink-jet addressing printers and drying systems; label affixers/labeling systems; postage calculators; presort software; and ZIP+4+2 POSTNET bar-coding software.

In addition to its interactive directory of product and service providers, Mailingstuff.com offers several other services, including software downloads, links to free stuff, and a repository for case studies, feature articles, and other written works or presentations helpful to mailers, printers, marketing professionals, etc. A classified advertising page provides opportunities to advertise equipment wanted, equipment for sale, hiring opportunities, and positions sought. Individuals seeking employment in the mailing industry may post their resumes on the site for free. Mailingstuff.com can be found on the World Wide Web at (where else?) <http://www.mailingstuff.com>.

#### Mailroom automation helps hold the line on postage

In the ongoing effort to hold down the price of postage, the USPS's policy has been to charge less if the customer is willing to do more. The "more" in the case of mailings involves maintaining a clean mailing list, free of invalid addresses, and presorting mailings so the postal service has little left to do but actually deliver them.

The first and most cost-effective step in improving mailing efficiency is to clean up one's corporate mailing list. A variety of mailing software packages are available for the Windows and Macintosh operating systems. These packages offer everything needed to help you expertly create and maintain your mailing lists. For example, they can verify addresses, eliminate duplicate entries, flag undeliverable addresses, add ZIP+4, presort, and add 11-digit delivery point bar codes. You can print bar-coded tray labels and postal reports with just a click of the mouse. Because addresses and postal regulations perpetually change, most mailing software is sold on a subscription basis so that frequently changing items can be regularly updated with ease.

Depending on its function(s), mailing software should be PAVE or CASS certified. The Coding Accuracy Support System (CASS) was developed by the USPS to ensure the accuracy of ZIP+4, 5-digit ZIP, and Carrier Route codes on mail pieces. It provides a common system to measure the quality of address matching and code assignment. In order to qualify for USPS automation discounts, mailing lists must be processed with software that is CASS certified.

Software with presort features should be certified by the Presort Accuracy Validation and Evaluation (PAVE) process. Designed by the postal service in cooperation with the mailing industry, PAVE evaluates presort software to determine its accuracy in sorting address files according to the requirements set forth in the Domestic Mail Manual (DMM). During the certification process, software is evaluated for accuracy of presort, compliance to current DMM regulations, accuracy of sack/tray labels, and acceptability of computer-generated facsimile of mailing statements and other presort documentation.

Mail Manager 2010 from BCC Software provides a comprehensive, Windows-based solution to help users perform presorts, ZIP+4 encoding, and list maintenance; to move updates; list imports and exports to and from popular database software; and to generate container tags. The software also provides great flexibility in layout and design for lists and labels. One of Mail Manager 2010's most powerful features is background processing, which allows it to run several tasks at once. For more information, contact BCC Software at 800/453-3130 or on the Web at [www.bccsoftware.com](http://www.bccsoftware.com).

Mailer's +4 Professional from Mailer's Software provides a complete solution for bulk mailing, including address verification, ZIP+4 addition, elimination of duplicate records, presorting, and label printing with bar codes. Additional features include a Demographic Profiler to create detailed reports of customers' demographic makeup using 1990 census data. ZIPs by Radius and Records by Radius allow users to target customers and prospects by location from a central ZIP code. The Name Parse feature allows you to quickly determine gender balances, "personalize" salutations, and create all-male or all-female mailings. For more information, contact Mailer's Software at 800/800-6245 or on the Web at [www.800mail.com](http://www.800mail.com).1A

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Set Items Description

-----

?s computer and internet and telephone and (mail or mailing or postal) NEAR address  
>>>Invalid syntax  
?s (mail or mailing or postal) 5n address and computer and internet and telephone  
>>>Invalid syntax  
?s (mail or mailing or postal) (5n) address and computer and internet and telephone  
    87825 MAIL  
    6367 MAILING  
    18086 POSTAL  
    108794 ADDRESS  
    1701 ((MAIL OR MAILING) OR POSTAL) (5N) ADDRESS  
    1212602 COMPUTER  
    242956 INTERNET  
    180734 TELEPHONE  
S1       9 (MAIL OR MAILING OR POSTAL) (5N) ADDRESS AND COMPUTER AND  
          INTERNET AND TELEPHONE  
?s s1 and address (s) code  
    9 S1  
    108794 ADDRESS  
    201660 CODE  
    3285 ADDRESS (S) CODE  
S2       1 S1 AND ADDRESS (S) CODE  
?s s2 not py>2000  
    1 S2  
    1937424 PY>2000  
S3       1 S2 NOT PY>2000

?s computer and internet and address (5n) code and address ( ) (data or database)

1212602 COMPUTER

242956 INTERNET

108794 ADDRESS

201660 CODE

705 ADDRESS(5N) CODE

108794 ADDRESS

2040752 DATA

179954 DATABASE

4168 ADDRESS(5N) (DATA OR DATABASE)

S4 1 COMPUTER AND INTERNET AND ADDRESS (5N) CODE AND ADDRESS  
(5N) (DATA OR DATABASE)

?s computer and internet and address (5n) (mail??? or post???) and address (5n) code  
1212602 COMPUTER  
242956 INTERNET  
108794 ADDRESS  
107341 MAIL???  
320675 POST???  
1940 ADDRESS(5N) (MAIL??? OR POST???)  
108794 ADDRESS  
201660 CODE  
705 ADDRESS(5N) CODE  
S5 2 COMPUTER AND INTERNET AND ADDRESS (5N) (MAIL??? OR  
POST???) AND ADDRESS (5N) CODE  
?s s5 notpy>2000  
>>>Term "NOTPY" in invalid position  
?s s5 not py>2000  
2 S5  
1937424 PY>2000  
S6 2 S5 NOT PY>2000

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Set Items Description

--- -----

?s (internet or computer) (s) (post???? or mail??? or parcel???)

Processing

Processing

Processing

Processed 10 of 16 files ...

Completed processing all files

6188382 INTERNET

6772152 COMPUTER

4122157 POST????

3411082 MAIL???

174767 PARCEL???

S1 839533 (INTERNET OR COMPUTER) (S) (POST???? OR MAIL???)  
OR PARCEL???)

?s s1 and address (5n) (code or encrypt????)

839533 S1

2341196 ADDRESS

1529018 CODE

243599 ENCRYPT????

11473 ADDRESS(5N) (CODE OR ENCRYPT????)

S2 1805 S1 AND ADDRESS (5N) (CODE OR ENCRYPT????)

?s s2 and address (5n) (data or database or memory)

Processing  
Processed 10 of 16 files ...  
Completed processing all files

1805	S2
2341196	ADDRESS
9140508	DATA
1708777	DATABASE
994685	MEMORY
52910	ADDRESS (5N) ((DATA OR DATABASE) OR MEMORY)
S3	231 S2 AND ADDRESS (5N) (DATA OR DATABASE OR MEMORY)
?s s3 not py>2000	
231	S3
15932122	PY>2000
S4	194 S3 NOT PY>2000
?RD	
...examined 50 records	(50)
...examined 50 records	(100)
...examined 50 records	(150)
...completed examining records	
S5	124 RD (unique items)
?s s5 and telephone	
124	S5
3282663	TELEPHONE
S6	55 S5 AND TELEPHONE

?s (geocod???) (s) internet and address (3n) (data or database or memory)

Processing

Processed 10 of 16 files ...

Processing

Completed processing all files

3158	GEOCOD???
6188382	INTERNET
363	GEOCOD???(S) INTERNET
2341196	ADDRESS
9140508	DATA
1708777	DATABASE
994685	MEMORY
34473	ADDRESS (3N) ((DATA OR DATABASE) OR MEMORY)
S7 57	(GEOCOD???) (S) INTERNET AND ADDRESS (3N) (DATA OR DATABASE OR MEMORY)

?s s7 not py>2000

57	S7
15932122	PY>2000
S8 51	S7 NOT PY>2000

?RD

...examined 50 records (50)

...completed examining records

S9 24	RD (unique items)
-------	-------------------

?t s9/ti/1-24

?s (internet or computer) address and address (3n) (datbase or memory)

Processing

Processing

Processed 10 of 16 files ...

Completed processing all files

6188382 INTERNET

6772152 COMPUTER

2341196 ADDRESS

334296 (INTERNET OR COMPUTER) (S) ADDRESS

2341196 ADDRESS

1708777 DATABASE

994685 MEMORY

11652 ADDRESS (3N) (DATABASE OR MEMORY)

S10 2025 (INTERNET OR COMPUTER) (S) ADDRESS AND ADDRESS (3N)  
(DATABASE OR MEMORY)

?s s10 and address (3n) (code or encrypt???)

2025 S10

2341196 ADDRESS

1529018 CODE

243387 ENCRYPT???

7434 ADDRESS (3N) (CODE OR ENCRYPT???)

S11 77 S10 AND ADDRESS (3N) (CODE OR ENCRYPT???)

?s s11 and address (s) (post??? or mail??? or parcel?)

Processing

Processed 10 of 16 files ...

Completed processing all files

77 S11

2341196 ADDRESS

3953448 POST???

3411082 MAIL???

177015 PARCEL?

239052 ADDRESS (S) ((POST??? OR MAIL???) OR PARCEL?)

S12 55 S11 AND ADDRESS (S) (POST??? OR MAIL???) OR PARCEL?)

?s s12 not py>2000

55 S12

15932122 PY>2000

S13 38 S12 NOT PY>2000

?RD

...completed examining records

S14 22 RD (unique items)

?t s14/ti/l-22

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Set Items Description  
--- -----  
?s address (3n) (mail??? or post??? or parcel?) and address (5n) (internet or web)  
Processing  
Processing  
Processed 10 of 16 files ...  
Processing  
Completed processing all files  
2341196 ADDRESS  
3411082 MAIL???  
3953448 POST???  
177015 PARCEL?  
134871 ADDRESS (3N) ((MAIL??? OR POST???) OR PARCEL?)  
2341196 ADDRESS  
6188382 INTERNET  
6291691 WEB  
284726 ADDRESS (5N) (INTERNET OR WEB)  
S1 29203 ADDRESS (3N) (MAIL??? OR POST???) AND ADDRESS (5N) (INTERNET OR WEB)  
?s s1 and address (3n) (database or data)  
Processing  
Processed 10 of 16 files ...  
Completed processing all files

29203 S1  
2341196 ADDRESS  
1708777 DATABASE  
9140508 DATA  
28583 ADDRESS (3N) (DATABASE OR DATA)  
S2 359 S1 AND ADDRESS (3N) (DATABASE OR DATA)  
?s s2 and address (3n) (code or encode??? or encrypt???)  
359 S2  
2341196 ADDRESS  
1529018 CODE  
108541 ENCODE???  
243387 ENCRYPT???  
7664 ADDRESS (3N) ((CODE OR ENCODE???) OR ENCRYPT???)  
S3 12 S2 AND ADDRESS (3N) (CODE OR ENCODE???) OR ENCRYPT???)  
?s s3 not py>2000  
12 S3  
15932122 PY>2000  
S4 9 S3 NOT PY>2000  
?RD  
...completed examining records  
S5 8 RD (unique items)

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Set Items Description

-----

?s (mail or mailing or postal) (5n) address??? and (computer or internet) and telephone

Processing

Processing

Processed 10 of 16 files ...

Processing

Completed processing all files

3095108 MAIL  
230525 MAILING  
227367 POSTAL  
3581268 ADDRESS???

187621 ((MAIL OR MAILING) OR POSTAL) (5N) ADDRESS???

6771109 COMPUTER

6187279 INTERNET

3281815 TELEPHONE

S1 43138 (MAIL OR MAILING OR POSTAL) (5N) ADDRESS??? AND (COMPUTER  
OR INTERNET) AND TELEPHONE

?s s1 and address (5n) code

43138 S1

2340316 ADDRESS

1528526 CODE

9669 ADDRESS(?) CODE  
S2 493 S1 AND ADDRESS (5N) CODE  
?s s2 and pseudoaddress  
493 S2  
0 PSEUDOADDRESS  
S3 0 S2 AND PSEUDOADDRESS  
?s s2 and address (3n) (pseudo or false or phony)  
493 S2  
2340316 ADDRESS  
29295 PSEUDO  
371073 FALSE  
18653 PHONY  
1067 ADDRESS (3N) ((PSEUDO OR FALSE) OR PHONY)  
S4 1 S2 AND ADDRESS (3N) (PSEUDO OR FALSE OR PHONY)  
?s s2 and address??? (s) (computer or internet)  
Processing  
Processed 10 of 16 files ...  
Completed processing all files  
493 S2  
3581268 ADDRESS???  
6771109 COMPUTER  
6187279 INTERNET  
462068 ADDRESS???(S) (COMPUTER OR INTERNET)  
S5 256 S2 AND ADDRESS???(S) (COMPUTER OR INTERNET)  
?s s5 not py>2000  
256 S5  
15907321 PY>2000  
S6 220 S5 NOT PY>2000  
?RD  
...examined 50 records (50)  
...examined 50 records (100)  
...examined 50 records (150)  
...examined 50 records (200)  
...completed examining records  
S7 130 RD (unique items)

?s \*computer and internet and address (5n) code and address (5n) (data or database or memory)  
Processing  
Processing  
Processed 10 of 16 files ...  
Processing  
Completed processing all files  
    6771109 COMPUTER  
    6187279 INTERNET  
    2340316 ADDRESS  
    1528526 CODE  
        9669 ADDRESS (5N) CODE  
    2340316 ADDRESS  
    9139092 DATA  
    1708636 DATABASE  
    994448 MEMORY  
        52908 ADDRESS (5N) ((DATA OR DATABASE) OR MEMORY)  
S9       171 COMPUTER AND INTERNET AND ADDRESS (5N) CODE AND ADDRESS  
             (5N) (DATA OR DATABASE OR MEMORY)  
?s s8 and (mail or mailing or postal) (3n) address  
    123 S8  
    3095108 MAIL  
    230525 MAILING  
    227367 POSTAL  
    2340316 ADDRESS  
        128487 ((MAIL OR MAILING) OR POSTAL) (3N) ADDRESS  
S10      100 S8 AND (MAIL OR MAILING OR POSTAL) (3N) ADDRESS  
? s s9 and (mail or mailing or postal) (3n) address  
    171 S9  
    3095108 MAIL  
    230525 MAILING  
    227367 POSTAL  
    2340316 ADDRESS  
        128487 ((MAIL OR MAILING) OR POSTAL) (3N) ADDRESS  
S11      82 S9 AND (MAIL OR MAILING OR POSTAL) (3N) ADDRESS  
?s s11 not py>2000  
    82 S11  
    15907321 PY>2000  
S12      62 S11 NOT PY>2000  
?RD  
...examined 50 records (50)  
...completed examining records  
S13      33 RD (unique items)